

**WMCA EXECUTIVE BOARD**  
**FRIDAY, MARCH 5, 2010 ~ 9 AM**  
**PLOVER VILLAGE HALL – 2400 POST ROAD**

**1. Call Meeting to Order.**

President Gina Gresch called the meeting to order at 9:00 a.m..

**2. Pledge of Allegiance by 1st Vice President Diane Hermann-Brown.**

**3. Today's Meeting Expectations – There is a lot on the agenda. We will work through lunch and be done by 2:30 p.m.**

Present: Gina Gresch, Diane Hermann Brown, Vikki Zuehlke, Anne Uecker, Sherry Grant, Nancy Zastrow, Doreen Kruschke, Lu Ann Hecht, Jolene Rhea, Jo Ann Cram, Sherri Endres, Mary Klingenmeyer, Christine Stefanich, Barbara Van Clarke, Deborah Stark, Cindy Noack, Mike Hoppenrath, Carol Alexander, Kassie Van Remortel, Diane Coenen, Connie Zimmerman, Cindy Heggglund, Julee Helt, Marcia Kelly and Faith Elford.

**4. Officer Reports**

**a. President**

1. Discussion and action on the following items related to the WMCA Coordinator RFP.
  - A. Results of negotiation with Association Solutions to provide services for the 2011 WMCA Conference.

Anne Uecker – The WMCA paid Association Solutions to review the 2010 and 2011 contracts. After contacting Tim Seeden from Association Solutions, he will not charge an additional fee for the extra items we are asking him to review. He would like a specific list as to what we need to include for the 2011 contract.

- B. Review Attorney Macy's comments, approve RFP and direct Committee Chair/Past President Zastrow to send it out.

Nancy Zastrow– Stated that Attorney John Macy did make some changes to our RFP document. The second paragraph under background heading states "The position is that of an independent contractor and is not an employee of the association." The first paragraph of the document should state that "A majority of the records are maintained in a computerized database owned by the WMCA. Responsibilities of the coordinator should address the billing to the vendors. Going back up to the Background section in the last paragraph, this makes reference to the "Contract for Services" and language has been added to reflect additional information may be found in the contract. The RFP and Contract need to mirror each other. For the Responsibilities of Coordinator portion an item should be added to reiterate the promotion of the Quill and WMCA vendors. The language referencing the assistance to the Officers of WMCA at conference was redundant and was removed. The spelling and punctuation of the document has been cleaned up and made consistent. On page 2 the verbiage of "Performs such other duties as requested by the Officers" has been added. This is standard language in most job descriptions. Qualifications made reference to a bond for handling deposits. It should also be stated that this amount will be set by the Executive Board and not include a specific dollar amount. Attorney Macy recommends this to be a one year contract and if you are satisfied with the work product you may extend the contract for an additional two years. Having a probationary period is sometimes difficult. You must be specific as to what may be required to comply with the probationary period. The last page asks for the main contact in the future. This should be changed to ask for the contractor and a contact number. Attorney Macy did not have an opportunity to review the contract thoroughly, but had comments on the layout. He will review the contract and make sure that the contract mirrors the RFP. Attorney is willing accept the proposals, review them and forward his comments to the Executive Board. The RFP should be ready to be sent out by next Friday, March 12. This will be placed in the Municipality and an Organization similar to the League of Municipalities that draws business organizations.

Sherry Grant asked about the contract timeframe as it will always come due while we are in the midst of planning our

conference.

Nancy Zastrow suggested having the contract run from September to December 2011.

Doreen Kruschke and Cindy Heggund are concerned that this may interfere with the membership drive and a new person may be overwhelmed with learning the position and trying to complete the large task.

After discussion the timeframe will be changed to September 1 2010 until September 30 2011. Thereafter it will be October 1 to September 30.

Insurance will be stated as a type and amount as set by the Executive Board. It was decided to leave the amount out but request a certificate of insurance.

Attorney Macy will review the wording to clarify the terms of termination in the contract.

The proposals will go out no later than March 12. The applicants will be given until April 2 for submission. Attorney Macy will be asked to provide his opinion by April 9 and the Executive Board will review the submissions. On April 16 the applicants will be contacted and notified of the time for their April 30 presentation. Presentations will be given to the Executive Board. If time permits we will review and discuss what has been presented and possibly make a recommendation on this date.

Motion by Sherri Endres, seconded by Barb Van Clake to direct Committee Chair/Past President Zastrow to send the RFP and Contract to Attorney Macy for corrections. Nancy Zastrow will then send out the RFP no later than March 12 for the WMCA Coordinator position. Motion carried.

C. Approve WMCA Coordinator Job Description/Draft Contract.

Attorney Macy will make changes to the contract to mirror the RFP.

Motion by Deborah Stark, seconded by Mary Klingenmeyer to approve the WMCA Coordinator job description/draft contract subject to Attorney Macy revising the contract to mirror the RFP. Motion carried.

D. Set timeline for WMCA Coordinator RFP process and approve Attorney Macy to narrow down the applicant pool for the Executive Board.

This has been set forth in the above topics during discussion.

2. Discussion and action on request from Vendor to write Quill article.

Gina Gresch received a request from Townhall Software to allow them to write articles for our Quill. This could create problems in the future with additional requests and control of content. Julie Helt has suggested that the Vendor Committee review the request and create language to address future situations. Gina will forward the information to the Vendor Committee.

3. Discussion and action to send out RFP's for a new WMCA Tax Preparer.

Gina Gresch explained that Karen Peters (a former clerk) and her husband prepared our taxes. Notification has been received that they cannot prepare these in the future because of their busy schedules. Anne Uecker suggested that we contact some of our vendors and inquire as to their interest. Gina Gresch has requested that Anne Uecker contact our vendors and inquire as to their interest and capability of performing this function for the WMCA.

4. Discussion and action to offer free trial WMCA membership for the remainder of the year in which new clerks are elected or appointed in municipalities that have not been members previously or to offer a first tie attendee conference discount.

Barb Van Clake has suggested the above topic. The goal of the organization is to get clerks involved and informed and what better way than to invite the newly elected clerks of communities that have not previously participated in our organization. If we provide them access to our resources, have them attend meetings and conferences they are more likely to become a part of the organization when their free year concludes. We may retain many of the people that participate in the program ,thereby accomplishing our goal. The new clerks would be required to submit their application for the free membership for the remainder of the year. In May we will send them information regarding the UW Green Bay Institute, the Annual Conference to be held in August and the availability of District meetings.

Motion by Mary Klingenmeyer , seconded to Jolene Rhea to provide a free membership to new clerks where their municipality has not been a member of the WMCA in the past. Motion carried.

5. Discussion and action to allow Executive Board attendance via conference call.

Mary Klingenmeyer – If an emergency meeting must be conducted on short notice an exception may be made, but otherwise if a Board member cannot attend you will be unable to participate.

Jolene Rhea – All we want to know is if this is acceptable or if it is not allowed for special meetings with important agenda items.

Carol Alexander – Conference calls are acceptable for the IIMC, however it is for a smaller group of people and is a conference call where all parties are on the phone and not some are at a meeting and the others call in. Further explanation was given about different circumstances.

Anne Uecker – The conference call that took place for our organization was difficult as we did not always know who was talking on the phone. The other problem we encountered was that some of the people were disconnected and had to call back. Also, some of those that were disconnected could not call back. If the organization determines that this type of call is acceptable for emergencies, then policies and procedures including Robert’s Rules of Order must be established. The people in these positions have run for office and knew the commitments prior to being elected.

This item will be directed to the Manuals Committee to create a policy and procedure. The item will be brought back to the Executive Board for review.

**b. First Vice President**

1. Legislative Updates
2. Election Communication Committee
3. GAB Updates
4. Discussion of District Director training.

Diane Hermann-Brown attended the following meetings:

January 6 a number of clerks gathered and put together a draft letter to be used by other clerks pertaining to the Early Voting Proposal. It does not appear that many clerks took advantage of this letter and we may not receive the outcome regarding this proposal.

January 13 was a meeting with Representatives Smith, Coggs and Stone on the Early Voting Proposal. January 14 was a GAB Board meeting and on February 23 the Dane County Clerk’s met with the GAB staff on communication protocol. Future meetings will include a March 23 and March 24 GAB Board meeting.

Currently there are 572 proposed Senate Bills and 792 proposed Assembly Bills. A few of the more interesting bills were put in your packets for your review. These included allowing Bed & Breakfasts the ability to serve more than just breakfast at their businesses. Another interesting bill will designate Harley-Davidson as the Wisconsin state motorcycle.

On the Early Voting issue, a County Clerk's meeting was held on Wednesday and it caused quite a stir. Representatives Smith and Coggs will be putting together an election bill, but it will not include changing the cut-off date to Friday instead of Monday. The clerks did not send in very much information supporting this change so they felt that there was not a big enough impact in our offices to support this change. We may have missed out on this change. Another interesting twist is that the GAB has been informed that any voter may request a permanent absentee ballot. No reason will be needed and they can request a permanent absentee ballot from now forward. This will be a major expense to the municipalities. This option may be available to residents by the September Election. The Clerks need to be more proactive and get our opinions heard so that these types of things do not happen and we are required to comply with less desirable requirements.

Federal auditors will be in our areas next month. Make sure you have all of your equipment marked appropriately and know where you have spent any money that was supplied to you in the form of a grant or reimbursement.

Diane reported that she will be changing some things at the conference this year. The typical President's Breakfast will not be held; instead it will be replaced by a meeting on Friday morning. The District Directors will be in one room receiving instruction on how to organize and conduct their meetings and provide support to the membership in their districts. The Committee people will be in another room and discuss getting people involved, how the committees are run, and the expectations of the President from the Committee Chairs. Committee chairs need to let Diane know if they will continue and if they are aware of any members that will not participate next year. The Committees need to be organized and set-up prior to the conference.

If you are planning on attending the IIMC conference in May, let Diane know as she is making sure everyone has their trading pins and is informed of travel plans of others.

**c. Second Vice President**

1. Quill Update – Next Deadline: March 19, 2010

**d. Secretary**

1. Accept February 5, 2010 Executive Board Meeting minutes - no motion required.

**e. Treasurer**

1. Discussion and action to approve Treasurer's Report- (Report included)

Anne Uecker – At the last meeting the request was made to prepare documentation as to where we are compared to our budget. This has been provided for your review. When the WCEF certificate of deposit renews we will put it all in the money market. The funds will be more fluid and easier to access if needed.

Motion by Barb Van Clake, seconded by Nancy Zastrow to approve the Treasurer's Report as presented. Motion carried.

**5. UW-Green Bay Institute Director's Report - Kassie VanRemortel - (Report Included)**

Something new to consider for alumni from the institute is to attend classes and sign up for those that may be of interest and impact your work the most. You will be required to work with staff to ensure that there is room available in the classes and organize a schedule for you.

**6. IIMC Region VI Director's Report - Carol Alexander - (Report Included)**

- a. Discussion and action on proposal to Wisconsin Minnesota and Iowa for funding for Region Directors attending State Conference.

Carol Alexander - IIMC will be scanning your name tags to track attendance in classes this year at the conference in Reno to track your credits. The winner of the IIMC conference grant is Roxanne Brue. She has been notified and is excited to attend. The IIMC is selling raffle tickets to benefit the MCEF (education programs). In 2005 people from our area won the raffle prize. This year's raffle is a trip to Hawaii and everyone is encouraged to participate..

On another note the three states in our district currently provide different benefits to the Directors of each State. Iowa, Minnesota and Wisconsin would like to create some uniformity for the Directors while eliminating the financial burden for any of the people involved. The three States are recommending that free room and registration are given to the Directors when attending State conferences. Each State may determine if they will provide the free room and registration to their own Director when attending their State conference. Each of the three states will be discussing this matter at their next meeting.

Motion by Anne Uecker, seconded by Shirley Jacoby to approve funding free rooms and registration for Region Directors attending our State Conference. Motion carried.

Changes will be sent to the Manuals Committee.

## **7. District Director Reports**

- a. District I – Report Included
- b. District II – Report Included
- c. District III – Report Included
- d. District IV – Report Included
- e. District V – Report Included
- f. District VI – Report Included
- g. District VII – Report Included
- h. District VIII – Report Included

## **8. Committee Reports**

- a. 2010 Conference – Report Included

Marcia Kelly reported that the Conference Committee will be meeting once a month to complete the conference preparation.

- b. 2014 IIMC Conference – Report Included

Anne Uecker – Association Solutions has negotiated the 2012 contract for our conference and received \$20,000 in rebates.

Anne met with Visit Milwaukee and they have suggested our 2013 conference be held in the downtown Milwaukee area. This will help increase awareness as to what Milwaukee has to offer for the IIMC conference in 2014 and give the clerks an opportunity to become comfortable with the area prior to hosting the conference. I am asking the Siting Committee to consider this site for the 2013 conference. If we approach the two host hotels we may be able to obtain some good rates.

Motion by Mary Klingenmeyer, seconded by Christine Stefanich to have the Siting Committee review the downtown Milwaukee area for the 2013 conference in an effort to raise awareness of the area for the IIMC conference in 2014. Motion carried.

Contributions totaling \$710 have been received on the renewal forms for our membership. This is greatly appreciated and many thanks to all that have contributed to the 2014 IIMC Conference in this manner.

Gina Gresch introduced Diane Coenen as one of the Chairs for the 2014 IIMC Conference.

- c. Audit Report - (No Report)
- d. Conference Siting - (No Report)
- e. Election – (No Report)
- f. Historian - No report
- g. Lifetime Achievement Award – (No Report)
- h. Manuals – Report Included
- i. Membership/Mentoring - (No Report)

In January 2 towns requested mentors and in February 1 city, 1 town and 1 village made requests.

- j. New Clerks Class - Theme " Razz-ma-Tazz with the Most Wanted Clerks" – (No Report)
- k. Nominating – Report Included
- l. Professional Education Report Included

Anne Uecker – We have our classes set and are now working on some catchy names for classes. The GAB must let us know what they will be including in the four classes they will be presenting.

- m. Promotions - (No Report)
- n. Scholarship - (Report included)
  - a. Discussion and action on recommendations from Scholarship Committee on using WMCA excess funds for scholarships.

Jo Ann Cram – The Scholarship Committee will be meeting after the deadline to go over all of the applications. The Committee has expressed that if more money is available, more of the clerks in need could receive scholarships. Discussion included additional scholarships for the Annual State Conference and increasing the amount of dollars provided on some of the partial scholarships. Rural Insurance has notified the organization that they will provide three additional scholarships for this year. The Vendor letters requesting scholarships will be sent out next week and the Scholarship Committee will be informed of the amounts and number of scholarships that will be available. The Committee will meet between the 16<sup>th</sup> and 30<sup>th</sup> of April to review the applications received. Last year approximately 75 applications were received and less than half of the applicants received the scholarships.

Barb Van Clake – Keeping with the idea of providing to the new clerks in communities that have never participated in our organization, a free scholarship to attend the state conference could also be provided to give them insight into what we have to offer.

Nancy Zastrow – The new members that are receiving the free membership are put into a pool and have the Association pay 100% of the new clerk's class and the registration for the conference. We need to increase the amount of scholarships that the Committee works with as the need is increasing and more applications are being received.

Julee Helt – The new clerks class is a great idea and it can give people a good feel of our organization if they can't attend the full week. It would be a great way to promote our organization and our

profession.

Diane Hermann-Brown – The applications should be a lottery or point system and not rely on the mail. No one should be penalized because they live in an area where the mail is not reliable.

Nancy Zastrow – The amounts that are given for the scholarships should be included. Possibly double the amount that is received for a partial would help some communities that are struggling. The submissions have doubled because of the need and we need to increase the amount of money disbursed for scholarships.

Anne Uecker – The amount given to the Master Academy should also be increased. Many Boards and Councils think that once you complete the institute you are no longer in need of additional instruction. They do not understand the importance of continuing education.

Mary Klengenmeyer – The fund balance is larger than what the Association needs and the money should be spent on increasing educational opportunities for clerks that are in need of our help. Our Boards may raise some eyebrows at our fund balance when they are paying us to go.

Cindy Heggland – This is good timing as the conference is further up north and would provide an opportunity for some of the clerks in the northern part of the State to participate and experience an annual conference.

Shirley Jacoby – The number should be increased to 25 members receiving this opportunity.

It was determined that June 1 will be the cutoff date for new clerks in communities who have never participated in our organization to apply for membership and participate in the free membership for the remainder of the year. Names will be chosen at the Executive Board meeting in June. Letters will then be sent to the recipients and they will have the opportunity to also register for the conference.

Motion by Nancy Zastrow, seconded by Mary Klengenmeyer to offer to the clerks that are first time enrollees to our association free membership for the remainder of the year with 25 people receiving a scholarship in the amount of \$35 to attend the new clerk's class in Green Bay at our annual conference in a random selection with a cutoff date of June 1. Motion carried.

Motion by Barb Van Clarke, seconded by Cindy Noack to provide a free full scholarship from the pool of clerks who are first time enrollees to our association to attend the annual conference in Green Bay for 2010.

Motion by Mary Klengenmeyer, seconded by Nancy Zastrow to double the number of scholarships to the Institute for the first three years and double the number of scholarships for the Master Academy and one scholarship to the Administrators Academy. Motion carried.

o. Silent Auction – Report Included

Sherry Grant – As one of the co-chairs for the Silent Auction Committee I am asking for ideas that we may put to our membership to increase participation in the Silent Auction. We have increased our numbers each year, but fell slightly last year.

Vikki Zuehlke – The Districts can create themed baskets. Each attendee would be given an ticket to vote on their favorite basket and the basket that receives the most votes will received the trophy.

Various ideas regarding this theme were suggested. It has been determined that each District will create a themed basket for the 2010 conference. Themes will be sent to Sherry Grant and she will keep

the Districts informed as to the type of baskets that will be created. We would like to have different ideas and no duplication. The themes will be on a first come first served basis. Mary Kligenmeyer stated that as this is her last year as a District 4 Director she is guaranteeing that their basket will be something big and win the traveling trophy.

p. Special Projects – Report Included

- a. Discussion and action to approve the trading pin design and expenditure of \$1,210.

Cindy Heggland provided a picture of what the WMCA training pin will look like. The Committee is looking for direction as to the quantity that is needed for the IIMC conference attendees and the quantity needed for the 2010 conference. Diane Hermann-Brown reported that she is aware of 16 people that will attend the IIMC Conference. It was determined that approximately 1,000 pins should be ordered for trading and conference bags.

Motion by Mary Kligenmeyer, seconded by Diane Hermann-Brown to approve the trading pin design and expenditure of \$1,210. Motion carried.

- b. Discussion and action to approve logo wear.

Three items have been chosen by President Gresch to be offered for this year. These items include a sweatshirt that has no ribbing on the bottom, a hood and a college type logo screen printed on the front. It comes in large sizes and will not be a true color in watermelon or brick. The item will cost \$35.

Motion by Mary Kligenmeyer, seconded by Gina Gresch to approve the sweatshirt for sale to our membership. Motion carried.

The second item will be a long sleeved t-shirt with the WMCA logo on the left-side front and WMCA down the sleeve. This item may be ordered in men's and women's sizes. The colors will include black, purple and safety green at a cost between \$12 and \$15.

Motion by Jolene Rhea, seconded by Christine Stefanich to approve the long sleeved t-shirt with the same college type logo used on the sweatshirt, the WMCA on the sleeve in black, purple and safety green. Motion carried.

The last item will be a one-quarter zip fleece in soft pink and comes in large sizes for \$29 to \$30. The logo will be embroidered on the front in a dark brown.

Motion by Vikki Zuehlke, seconded by Nancy Zastrow to approve the one-quarter zip fleece in soft pink. Motion carried.

Each year the Committee provides smaller items for sale. This year they have chosen a metal water bottle. They are looking for direction as to the type that should be ordered. You can purchase a thin bottle or a double lined bottle so it does not sweat. The double lined bottle would cost approximately \$15 and can be used for both hot and cold beverages. The Executive Board would like to see the double lined bottle. The Committee will provide samples, how quantities need to be ordered and the cost at the next meeting.

A business card holder in either leather or leather-like embossed with our logo is the next item. The non-leather card holder will cost \$5 and the leather holder will be \$12 - \$15. The Executive Board would like to go with the leather business card holder. A sample will be provided at the next meeting.

q. State Certification – No Report

r. Technology – No Report

s. Vendor - No Report

t. WCEF - No Report

**9. WMCA Coordinator Report**

Faith Elford reported that dues have been coming in quite well this year. District Directors were reminded that the Department of Revenue completed training of several clerks to be used as trainers for Board of Review. These people are now available for your District meetings and other meetings you would like to conduct. An email will be sent out regarding this information.

**10. 2010 Executive Board Meeting Dates.**

- We will need a date in April to do RFP Interviews.

This was discussed earlier in the meeting and will take place on April 30 in the City of Sun Prairie starting at 1:00 p.m.

- Friday, June 11, 2010

**11. Adjourn**

Motion by Anne Uecker seconded by Vikki Zuehlke to adjourn at 11:34 p.m.

Respectfully submitted:

Sherry Grant, WCMC/MMC  
Secretary